



Vikings



new series

Vikings

The extraordinary tales of the lives and epic adventures of the Dark Age's raiders, traders and explorers. The saga follows Ragnar Lothbrok, a curious, compelling man who is always looking to break through barriers and discover new worlds to conquer. Starring Travis Fimmel, Gabriel Byrne, Katheryn Winnick and Jessalyn Gilsig.

Yukon Gold

This series follows four gold mining crews who have only four short months in Canada's wild Yukon to earn one BIG payday. Fighting against an impossibly short mining season and with their savings on the line, they work against all odds to literally dig money out of the ground.

The Bible

From Genesis to Revelation, this series re-tells the stories of the bible, revealing new insights into these iconic characters. This series captures the struggles of real people dealing with real issues in a way a modern audience can relate to.

Perfect Storm

On rare occasions natural and human forces collide in a spectacular way to provoke disaster and change the world forever. *Perfect Storm* will use high tech visual tools and investigative techniques to explore the biggest disasters of the past and tell the stories of people who were there, using archived and first hand testimony.

Counting Cars

Danny "The Count" Koker is a Las Vegas legend who acquires, restores and customizes classic cars and motorcycles – and then "flips" them for a profit. Well known from his frequent appearances on *Pawn Stars*, Danny walks, talks and breathes American muscle cars and motorcycles.

returning series

Swamp People

New gators and new dangers await these swampers as they work through a time of year that is crucial to their survival: the 30-day alligator hunting season.



Swamp People

Pawn Stars

With all new episodes of the hit series, the original Kings of Pawn use their sharp eyes and skills to assess the value of items from the commonplace to the truly historic.

Museum Secrets

This series explores extraordinary museums where the stories of irreplaceable treasures are revealed. The series probes familiar legends and assumptions, using cutting edge research and technology to investigate the unknown.

American Restoration

Rick Dale and his Las Vegas crew are back restoring rusty, beat-up items to their former glory. Every restoration is a high-stakes business project where worthless rust is transformed into a valuable collectible.



Counting Cars



Pawn Stars

History.ca

DIGITAL INITIATIVES, STATISTICS AND INNOVATIONS

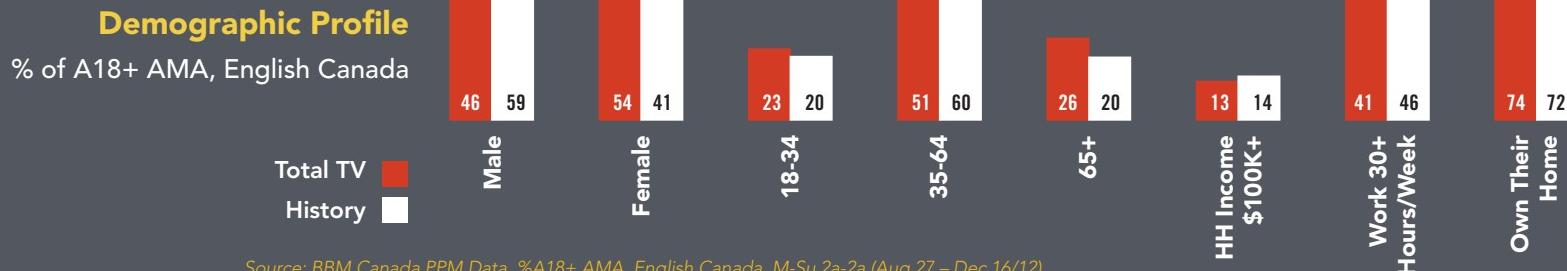
- #1 in Unique Visitor composition for M35-64 with HHI of \$75K+ demo-group among related sites at 27% composition and 238 Index vs. Total Internet
- Users also spend more time on History.ca than any other sites in the related site category at 8.1 average minutes per visitor; 14.7 average minutes per visitor among M35-64 with HHI of \$75K+
- 73,000 Total Unique Visitors/month
- 600,000 Page Views/month
- History.ca is home to premium show sites including IcePilots.com, Canadianpickers.com and the highly popular H2 site section



Source: Unique Visitors and Profile data - comScore Inc. Media Metrix. Nov'12, 3-month average data, Total Canada, 2+ online audience.

Page and Video data - Omniture SiteCatalyst. Nov'12, 3-month average. Related sites include Discovery Channel US & CAN, National Geographic US, and Biography Channel.

Audience Profile



More likely to:

- Personally use facial moisturizers regularly (118) men's aftershave lotion (153), razors and shavers (112) and shaving gels and crèmes (124). Enjoy advanced healthcare treatments of aromatherapy (187) and attendance to a nutritionist/dietitian (142) in the past 6 months
- Travel in Canada to do a variety of activities including sightseeing (109) attend sporting events (115), visit national or provincial parks (136) attend art galleries/museum (126) or to go hunting and fishing (165). Travel outside Canada to do a variety of activities including shopping (106), attend cultural events (145), take in the night life (128) sporting activities (137) and hiking or adventure tours (103)
- Spend time going to shows and exhibitions in the past year including auto shows (116), boat shows (149) food (151) sportsmen shows (163) and wine and cheese shows (123). Enjoy leisure activities like playing billiards (136), going camping (107), gardening (116), participating in fitness walking/hiking (111), badminton (116) and golfing in the past year (129)
- Spend time outdoors participating in a variety of sports like fishing (148), hunting (148), motorcycling (157), mountain biking (120), ice skating (107), downhill skiing (110), snowmobiling (162), power boating (127) and canoeing (105). Also enjoy going to pro sporting events to watch horse racing (117), golf (178), soccer (116), hockey (125), football (172), auto racing (155) and tennis (128)
- Partake in a variety of banking and financial services including, pre-authorized bill payment (130), private banking (115), Electronic Banking (128), financial advice (118), loan/line of credit (114), mortgages (113), mutual funds (126), RRSP (115), Non-RRSP investments (120) and currently have 3+ credit cards (116)
- Have purchased home improvement items and tools (126) to make changes to their home in the last 2 years such as remodeling (113), additions and decorating (109), flooring or carpeting (117), carpentry (125), plumbing/heating (123) and windows/doors/insulation (110)
- Purchase men's watches (150) women's watches (124) and fine jewelry (128). Invest in prescription eyewear (109), bifocals (139) and prescription sunglasses (131)
- Get pleasure from eating candy/chocolate bars (106), potato chips (107), party/snack mix (107), corn tortilla and cheese snacks (110) and popcorn in the past 6 months (108). Also enjoy a variety of beverages including fruit drinks (109), soft drinks and colas (112), energy and sports drinks (107), bottled water (118), tomato juice (121) and beer/wine/liquor/spirits (114)

Source: PMB 2012 2-year readership database, English Canada, Index based on Comp% of A18-54 vs. population

Key Research Findings

- HISTORY is Canada's #1 entertainment specialty station
- Ice Road Truckers* is the #1 entertainment specialty program on Wednesday
- Ice Road Truckers*, *Pawn Stars* and *American Restoration* rank among the Top Ten specialty programs overall
- Subscribers - approximately 6.9 million (Mediastats Sept'12)

Source: BBM Canada PPM Data (FA12: Aug 27-Dec 16/2012) / Total Canada A25-54 AMA (000) unless otherwise noted